

**What is Claimed is:**

1. A pressure-sensitive adhesive tape or sheet which comprises a base material comprising a polyolefin resin and an inorganic flame retardant and containing substantially no halogen atoms and a pressure-sensitive adhesive layer formed on one side of the base material, the base material bearing on the other side thereof at least one of a character and a design constituted of a structure comprising recesses, protrusions or both of them united to the base material.

2. The pressure-sensitive adhesive tape or sheet as claimed in claim 1, wherein said at least one of a character and a design has been formed by stamping the base material.

3. The pressure-sensitive adhesive tape or sheet as claimed in claim 1, wherein said at least one of a character and a design is a marking concerning recycling.

4. The pressure-sensitive adhesive tape or sheet as claimed in claim 2, wherein said at least one of a character and a design is a marking concerning recycling.

5. The pressure-sensitive adhesive tape or sheet as claimed in claim 1, wherein said polyolefin resin is polyethylene, polypropylene, polybutene, polybutylene, polybutadiene, or ethylene/propylene copolymer.

6. The pressure-sensitive adhesive tape or sheet as claimed in claim 1, wherein said polyolefin resin is

**polyethylene or polypropylene.**

7. The pressure-sensitive adhesive tape or sheet as claimed in claim 1, wherein said polyolefin resin is **polyethylene**.

8. The pressure-sensitive adhesive tape or sheet as claimed in claim 1, wherein said inorganic flame retardant is a metal hydroxide, a metal carbonate, a metal hydrate, barium metaborate, magnesium oxide, or clay.

9. The pressure-sensitive adhesive tape or sheet as claimed in claim 1, wherein said inorganic flame retardant is a metal hydroxide, basic magnesium carbonate, or hydrotalcite.